

IN THE CLAIMS:

~~Please cancel claims 1-40~~ and add claims 41-82 as follows:

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1 – 40 (Cancel)

41. (New) A system for displaying an electronic advertisement having advertisement content, said system comprising:

a communication network;

a terminal having a display device, said terminal configured to receive data through said communication network;

an advertisement source configured to transmit an electronic advertisement to said terminal to be displayed on said display device through said communication network, said electronic advertisement containing moving objects;

Q1 a content source configured to transmit a main content and a play script to said terminal through said communication network, said main content being content other than advertising; and

an advertisement play tracker, configured to receive a play-tracking message indicating the electronic advertisement has been shown, wherein

execution of said play script by said terminal causes the electronic advertisement to be sent to the terminal, and the play script sends a play tracking message to the advertisement play tracker at about the ending time.

42. (New) The system of claim 41, wherein the play script includes information indicating location placement of the advertisement on the display device such that when a user scrolls down the main content, the electronic advertisement remains at the same location on the display device and the user cannot scroll past the electronic advertisement.

43. (New) The system of claim 41, wherein the electronic advertisement further includes sound.

44. (New) The system of claim 41, wherein the electronic advertisement is in a video format capable of being played on the display device of the terminal.

45. (New) The system of claim 41, wherein the electronic advertisement further includes text.

46. (New) The system of claim 41, wherein the electronic advertisement is displayed on a first layer and the main content is displayed on a second layer and the display device is configured to display the first layer over a portion of the second layer to prevent access to the second layer while the first layer is displayed on the display device.

47. (New) The system of claim 46, wherein the first layer is opaque.

48. (New) The system of claim 41, wherein the play script causes the electronic advertisement to be removed from the display device upon the detection of an error in displaying the electronic advertisement.

49. (New) The system of claim 41, wherein the play-tracking message includes information indicating whether the electronic advertisement was displayed through completion.

50. (New) The system of claim 41, wherein the play script is incorporated into the source code of a web page containing the main content.

51. (New) A system for displaying an electronic advertisement having advertisement content, said system comprising:

a communication network;

a terminal having a display device, said terminal configured to receive data through said communication network;

an advertisement source configured to transmit an electronic advertisement to said terminal to be displayed on said display device through said communication network, said electronic advertisement containing moving objects;

a content source configured to transmit a main content and a play script to said terminal through said communication network, said main content being content other than advertising; and

an advertisement play tracker, configured to receive a play-tracking message indicating the electronic advertisement has been shown, wherein

execution of said play script by said terminal causes the electronic advertisement to be sent to the terminal to be displayed on the display device, and the play script includes a timeline indicating an ending time of the electronic advertisement and causes the electronic advertisement to be removed from the display device at the ending time and the play script causes the terminal to record information of the displaying of the electronic advertisement and causes the terminal to transmit at least a portion of the information to the advertisement play tracker at a time after the ending time.

52. (New) The system of claim 51, wherein the play script includes information indicating location placement of the advertisement on the display device.

53. (New) The system of claim 51, wherein the electronic advertisement further includes sound.

54. (New) The system of claim 51, wherein the electronic advertisement is in a video format capable of being played on the display device of the terminal.

55. (New) The system of claim 51, wherein the electronic advertisement further includes text.

56. (New) The system of claim 51, wherein the electronic advertisement is displayed on a first layer and the main content is displayed on a second layer and the display device is configured to display the first layer over a portion of the second layer to prevent access to the second layer while the first layer is displayed on the display device.

57. (New) The system of claim 56, wherein the first layer is opaque.

58. (New) The system of claim 51, wherein the play script causes the electronic advertisement to be removed from the display device upon the detection of an error in displaying the electronic advertisement.

59. (New) The system of claim 51, wherein the play-tracking message includes information indicating whether the electronic advertisement was displayed through completion.

60. (New) The system of claim 51, wherein the play script is incorporated into the source code of a web page containing the main content.

61. (New) A system for displaying an electronic advertisement having advertisement content, said system comprising:

a communication network;

a terminal having a display device, said terminal configured to receive data through said communication network;

an advertisement source configured to transmit an electronic advertisement to said terminal to be displayed on said display device through said communication network, said electronic advertisement containing moving objects;

a content source configured to transmit a main content and a play script to said terminal through said communication network, said main content being content other than advertising; and

an advertisement play tracker, configured to receive a play-tracking message indicating the electronic advertisement has been shown, wherein

execution of said play script by said terminal causes the terminal to retrieve the electronic advertisement from an advertisement source and display the electronic advertisement on the display device, and the play script includes a timeline indicating an ending time of the electronic advertisement and causes the electronic advertisement to be removed from the display device at the ending time and the play script sends a play tracking message to the advertisement play tracker at about the ending time.

62. (New) The system of claim 61, wherein the play script includes information indicating location placement of the advertisement on the display device.

63. (New) The system of claim 61, wherein the electronic advertisement further includes sound.

64. (New) The system of claim 61, wherein the electronic advertisement is in a video format capable of being played on the display device of the terminal.

65. (New) The system of claim 61, wherein the electronic advertisement further includes text.

66. (New) The system of claim 61, wherein the electronic advertisement is displayed on a first layer and the main content is displayed on a second layer and the display device is configured to display the first layer over a portion of the second layer to prevent access to the second layer while the first layer is displayed on the display device.

67. (New) The system of claim 66, wherein the first layer is opaque.

68. (New) The system of claim 61, wherein the play script causes the electronic advertisement to be removed from the display device upon the detection of an error in displaying the electronic advertisement.

69. (New) The system of claim 61, wherein the play-tracking message includes information indicating whether the electronic advertisement was displayed through completion.

70. (New) The system of claim 61, wherein the play script is incorporated into the source code of a web page containing the main content.

71. (New) A computer-readable medium having encoded thereon a computer-readable program code which when executed causes a computer to retrieve an electronic advertisement and a main content, said electronic advertisement having motion;

display the main content as a first layer on a display device and display the electronic advertisement as a second layer on a display device, the second layer being displayed over the first layer to prevent the first layer from being accessed while the second layer is displayed;

remove the second layer from the display at an ending time of the electronic advertisement;

record play-tracking information about the display of the electronic advertisement; and

send a play-tracking message containing at least a portion of the information to an advertisement play tracker.

21 72. (New) The computer-readable medium of claim 71, wherein the computer retrieves the electronic advertisement from an advertising source and retrieves the main content from a content source by execution of the same program code.

73. (New) The computer-readable medium of claim 71, wherein the computer retrieves the electronic advertisement and the main content from a content source.

74. (New) The computer-readable medium of claim 71, wherein the program code further includes instructions that cause the computer to place the electronic advertisement at a specified location on the display device.

75. (New) The computer-readable medium of claim 71, wherein the electronic advertisement further includes sound.

76. (New) The computer-readable medium of claim 71, wherein the electronic advertisement is in a video format capable of being played on the display device of the computer.

77. (New) The system of claim 71, wherein the electronic advertisement further includes text.

78. (New) The computer-readable medium of claim 71, wherein the second layer is opaque.

79. (New) The computer-readable medium of claim 71, wherein the program code further includes instructions that cause the computer to remove the electronic advertisement from the display device upon the detection of an error in displaying the electronic advertisement.

80. (New) The computer-readable medium of claim 71, wherein the play-tracking message includes information indicating whether the electronic advertisement was displayed through completion.

a1 81. (New) The computer-readable medium of claim 71, wherein the program code is the source code of a web page containing the main content.

82. (New) The system of claim 41, wherein the play script includes a timeline indicating an ending time of the electronic advertisement and causes the electronic advertisement to be removed from the display device at the ending time.

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